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Government
Publications

IRWIN TOY LIMITED

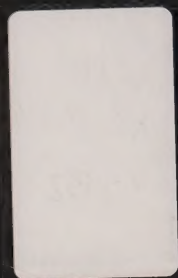
Submission to the

Standing Committee on Broadcasting,
Films and Assistance to the Arts

June, 1973

Irwin Toy Limited

43 Hanna Avenue, Toronto M6K 1X6



CAI
XC 31
73B23

Government
Publications

IRWIN TOY LIMITED

Submission to the

Standing Committee on Broadcasting,
Films and Assistance to the Arts

June, 1973

Irwin Toy Limited

43 Hanna Avenue, Toronto M6K 1X6

THEIR TOY LIMITED

Submission to the

Standing Committee on Transportation,
Times and Assistance to the Arts

June, 1970

John Jay Limited

47 Bona Avenue, Toronto M6B 1K6

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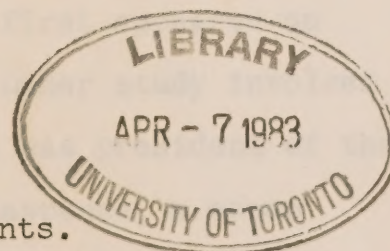
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I am Mac Irwin executive vice-president of Irwin Toy Limited, and the man in charge of our company's \$2,200,000 advertising budget, 90% of which is invested in TV advertising to children.

The Canadian Toy Manufacturers Association has given Irwins the privilege of supplementing its brief, which we endorse wholeheartedly. They did so for special reasons which are pretty well explained in last November's Monthly Review of the Montreal and Canadian Stock Exchanges.

The first part of the story explains:

"Founded by a mother and father in the mid-twenties, currently managed by their children, assisted by their children, and owned by whole families of children, Irwin Toy Limited is a refreshing example of how a family business can continue to prosper under Canadian ownership.

"Almost 8% of its shareholders are children, it is the only public toy company in Canada, and it is generally conceded to be the largest. It produces more than eleven million toys annually in its own plant."

Currently, we have 208 members of our Junior Shareholders Club - the only one believed to exist anywhere.

Like the CTMA, we welcome this opportunity to present facts about TV advertising to children.

We feel sure that it is, by now, apparent that this whole subject is vastly more complicated than it first appeared on the surface. Moreover because the subject under study involves children, it is highly emotional. When she was president of the Canadian Toy Testing Council, Mrs. A.B.R. Lawrence, a woman

who crusaded for consumers, said that the question of toys "is highly charged with emotion and leads to a kind of hysteria."

Unfortunately, there is no evidence - and research - to help any of us to evaluate the effects of either TV programming or commercials on children, although there is much hearsay.

We have endeavoured to assemble for your viewpoints facts and figures which, we hope, will:

1. Provide a better understanding of TV advertising to children.
2. Help us to eliminate any evils that may need eliminating.
3. Provide programs and commercials that will satisfy more parents as well as children.
4. Help to obtain the financing required to make possible such programs.

- (A) A study of psychologists reports available at this date agree that there is no evidence to support the theory that TV advertising is harmful to children.

It was noted in The Effects of Advertising On Children, prepared for Le Publicite-Club de Montreal Inc. in 1971, by Andre H. Caron B.A., M.Sc. (Communication)

"Advertising and Children, the first work in this series, offers readers a general inventory of the principal scientific works published on this subject up to the present. No clear and categorical answer to the question will be found herein; because research has not yet advanced that far. However, in view of the studies examined in this work, we feel that it will help lead to more serious and fruitful discussions.

"Summing up, this study indicated that the influence exerted by television on the child's free time, interests, knowledge and values didn't seem to be as spectacular as public opinion at the time believed it to be. It had certain effects in each of the areas cited, but not enough to change the child completely. Television is not as harmful as some suppose; on the other hand, it does not stimulate cultural growth, as certain people have claimed."

(1)

And in the report of The Consultation On Children's Television by The Canadian Council on Children and Youth, it said:

"There is a lack of research information about the impact of children's programs, and about how children perceive television in relation to themselves.

"Throughout the Consultation there were expressions of concern about our ignorance about the effects of television programs on children and suggestions about research."

(2)

In Dr. Ner Littner's statement on 'Television and Its Physiological Affect On Children' it was stated:

"We must recognize that, if there are any harmful affects at all on children from watching TV advertising, their traumatic impact is like that of being stepped on by a fly as opposed to being trampled on by an elephant when contrasted with the effects of possible harmful handling by their parents.

"The notion of the 'innocent child' seduced or beguiled by TV advertising is an adult fairy tale and an adult selfdeception....To my mind, the most harmful effects of children's programs TV commercials are that they are being used as a scapegoat to help us avoid facing the true nature of the forces that really damage children."

(3)

- (B) Many social scientists are convinced that there are very definite advantages to exposing children to advertising. It is part of the maturing process that lets them drive at 16 and vote and drink at 18. Should they be kept in a vacuum until age 13, and then exposed to the commercial world?

According to Scott Ward's Special report 'Kids TV', printed in the Harvard Business Review in 1972:

"Children in Western cultures have had a protected status in recent decades, as evidenced in rulings by juvenile courts, child welfare laws, labor laws and so forth. Marketers say that children have been overprotected, and they argue that advertising is an important input to children's learning about the marketplace. As Seymour Banks of Leo Burnett, Inc. put it: "We suggest that the social justification for advertising to children arises from the process of consumer socialization-experience as a purchaser-both in its own right and as a training ground for other types of decision making. A significant test of maturity is the ability to make reasonably good choices and decisions in a wide variety of circumstances. We believe that the discussion children have with their parents about product purchases as a result of exposure to advertising, as well as experience with actual purchases, contributes to maturation.

"The ultimate result of this experience in making decisions and appreciating their consequences, within a framework created by his parents as appropriate for him, is that the child builds a sense of responsibility for his own actions, stronger and more resilient than if he asked to be or is made responsible about choices others make for him. In addition to the creation of self-confidence, the child learns to know what he himself wants. Knowledge of one's self arises from experience in making decisions and knowing their ultimate results."

(4)

Also in The Consultation On Children's Television, in 1972, by Canadian Council on Children and Youth.

"Canadian children, like others, are entitled to the full benefit of the Canadian broadcasting system, including a choice of programs.

"One further goal for children's television is to help the child to gain a sense of the kind of world in which he lives. Our country is facing tremendous problems ecologically, politically and socially. We are all faced with tremendous moral and ideological changes (along with technological change), and children and youth cannot be isolated from these forces."

(5)

- (C) Parents, and mothers in particular, have the greatest influence on preschool children, and far outweigh the influence of broadcasting.

In the Developmental Psychology Today, produced in 1971 by Del Mar, California, CRM Books, it said:

"Parents are the single most important determiner of the normal child's attitudes toward the world around him. Next in importance come the siblings in the family and the child's age-group companions during his formative years, then close relatives, school teachers, and religious leaders, and finally heroes and heroines the child reads about, hears about, or watches on television.....

"When parents are asked to draw up such a list (rating of influence), they often put such minor sources as television at the top of the list. In past generations parents blamed their offspring's behaviour on radio, comic books, pulp magazines and, at the turn of the century, dime novels. These days the 'tube' bears the brunt of the projected blame....what children make of television, and how it affects them, is determined to a large extent by what their parents teach them to make of it." (6)

Dr. Phyllis Levenstein, in a Report done for the U.S. Office of Education by the American Institute for Research in the Behavior sciences.

"Psychologists have shown that the Mother-force, as it is called, is strongest on children between the ages of two and four. Said another way: A child has the biggest impressions from a mother. A child during this period is most receptive to learning from a mother." (7)

- (D) Children are discerning and have their own tastes and preferences. It is only fair that the child in rural Canada should have the same information about toys, as the big city child. There is nothing better than TV to accomplish this.

The experience of other toy makers and our own experience proves that children are discriminating consumers. Many heavily advertised items have failed.

TV advertising is the best known means for demonstrating toys and games. It is the only one of the major methods of advertising, that can show a toy in action, describe it, and provide essential information. People who cannot read understand and see what is taking place.

- (E) Because toys develop cognitive and physical skills, children, parents and educationalists require current information through demonstrations.

Dr. Phylis Levenstien and The American
Institute for Research In The Behavior
Sciences.

"Good toys and books are as important to cognitive nutrition as milk is to physical nutrition.

. To ask whether toys and illustrated books are outmoded is like asking if food is obsolete. For preschoolers, toys and books are food for the intellect.

. Toys and the language symbolizing the child's experiences with them build a staircase to learning that eventually becomes independent of such aids as toys. Secure landings on the staircase are recognition of colors and shapes, comprehension of words, the ability to read, and the knowledge that three and two always make five - in short, the ability to acquire more complex thinking skills. Psychologists call them cognitive skills."

(8)

(F) From an Economical standpoint, a ban on TV advertising of toys to children would raise prices by 25% and cost the Canadian public in excess of \$60 million, as a result of these increases.

HOW TV ADVERTISING LOWERED CONSUMER TOY PRICES

Until the late 1950's Canadian-made toys were produced in very small, and consequently high cost, production runs. Many toys were imported. The distribution system was costly. Manufacturers or importers quoted a suggested retail list price less an average discount of 50 percent and 5 percent to their wholesale customers. This meant that the manufacturer received 95¢ for a \$2.00 retail list toy. Suggested manufacturer's list prices were, within a few pennies, strictly maintained by retailers. THE DISTRIBUTION MARGIN, OR MARKUP, BETWEEN FACTORY AND CONSUMER WAS APPROXIMATELY 50 PERCENT OF THE AVERAGE CONSUMER PRICE.

A dramatic change occurred with toy television advertising to children, and the fast, simultaneous growth of mass

merchandising (discount-type stores). Toy makers, began using television advertising to create a strong consumer demand for specific toy items. Discounters found they could move large quantities of demanded televised toys and, consequently, could sell them at prices far below traditional toy markups.

Discounters also discovered that newspaper ads at still lower retails - often even below their cost - proved to be sure-fire builders of store traffic.

Other retailers had to match these prices to remain competitive. Distribution margins plunged from the 50% pre-TV level to the present 30-35% level - to the great benefit of toy buyers.

Manufacturers increased their sales volume ten fold and more with strong TV promotion. The savings realized by this large-scale production more than covered the extra cost of television advertising. The production of Canadian made toys has boomed.

In the fall of 1972, to confirm this trend, we had the Elliott Research Company of Toronto measure the effect of TV advertising on toy prices. 100 toys were selected; a representative cross-section of the industry. These were divided into three groups according to weight of advertising expenditure - namely, heavily, medium and non-televised. Elliott checked retail prices on these toys in 70 stores in six Canadian cities (Summary is attached).

The distribution margins (the difference between the lowest manufacturer's selling price and the average consumer price) is as follows:

Heavily televised toys	20.2%
Medium televised toys	31.4%
Non-televised toys	46.1%

Based on this and other research, we have placed the average distribution margin in the Canadian toy business today at 30-35% compared to 50% before television advertising.

Retailers use toys as traffic builders during the Christmas season, and advertise them at prices below the average, every-day store retail prices which Elliott measured. Televised toys account for the bulk of such advertising lineage, and are often offered even below factory cost. To illustrate this, we attach a representative group of newspaper tear sheets from various cities.

Catalog prices were not included in the Elliott survey. We, therefore, conducted a study in a leading mail order catalog of toy prices and markups in four different product categories. Two of them - games and dolls - were selected because many items in these categories are strongly televised. Two others - plush animals and musical toys - were chosen because they contain virtually no televised playthings. Our findings showed:

Average markup of televised dolls and games	12%
Average markup of non-televised dolls and games	41½%
Average markup of all toys in plush and musical category	48%

The average mail order markup for televised toys in these heavily televised product categories, like newspaper advertised prices, are significantly lower than every-day, store retail prices on televised playthings.

The significance of these findings goes beyond a reaffirmation that televised toys enjoy far lower markups than non-advertised playthings. The further fact is that IN PRODUCT CATEGORIES WHERE THERE IS SIGNIFICANT TELEVISION ADVERTISING, SUCH AS GAMES AND DOLLS, THE NON-ADVERTISED TOYS ARE SOLD AT LOWER MARGINS THAN NON-ADVERTISED TOYS IN CATEGORIES LIKE PLUSH AND MUSICAL TOYS, WHERE THERE IS NO TELEVISION ADVERTISING.

When television advertising commences in a product category, it is not only the televised toys whose prices end up getting chopped. For retailers find that with TV toys now selling at slim markups, the unadvertised brands in the product category no longer represent an attractive consumer value when retailed at their traditional markups. Hence, the competition from the advertised brands forces retailers to cut the margins of non-advertised toys in the category by 5-10 percent in order to move them at a satisfactory rate. This helps explain why the non-advertised toys in the Elliott survey sell at lower markups (46.1 percent) than the pre-television toy markup (50 percent).

When television advertising is removed from a product category, the process we have described works in reverse. No longer are there strongly demanded individual toys that turn over so rapidly that retailers can afford to sell them at slim markups. No longer are there a host of widely recognized televised brands. No longer is there an incentive to offer toys in newspaper ads at special sale prices. Incidentally, ads on unrecognized brands do not build store traffic.

When all this occurs, as it has in some product categories, distribution margins fatten and consumer prices escalate.

Non-televised toys sell at an average markup which is around 25 percentage points higher than TV-advertised playthings, but television also depresses the margins of non-advertised toys in televised product categories.

CONSEQUENTLY, IF ALL TELEVISION ADVERTISING WERE BANNED, CONSUMER TOY PRICES WOULD PROBABLY ESCALATE BY 25 PERCENT.

Retail toy sales in 1972 are estimated at about \$250 million annually. If consumers purchased this same volume of toys, the consumer price penalty would exceed \$60 million annually. More likely, they could not afford that. Far fewer toys would be produced and sold, so that the punishment for a ban on television advertising would also be visited upon the Canadian toy industry, on its employees, and on Canadian children.

(G) A ban on television advertising to children will increase Toy Imports.

Toy making in Canada is a hazardous undertaking. Toys imported from Hong Kong are produced by labour which earns 10¢ an hour. Those made in the United States are produced by labour that earns slightly less than ours, and their toy market is about 13 times the size of ours. U.S. made playthings enjoy the enormous cost savings of very large-scale production. The Canadian industry is faced with the worst of both worlds - high labour cost and a small market. It is no wonder that toy imports in 1970 accounted for

approximately \$36.7 million compared with net domestic production of \$75.6 million (source, Statistics Canada).

With the vast U.S. market and the stimulus of powerful television promotion, 1,000,000 units is not an unusual volume for a successful American TV toy. Irwin has arrangements with a number of U.S. toy firms allowing us to select their better selling items (and there are many failures among the new TV toys each year) and make them the following year in Canada under royalty arrangements.

With a strong TV campaign in Canada, we can sell 75,000 and even 100,000 units of the toy that sold 1,000,000 units in the United States. Without advertising, our experience shows we would be fortunate to sell 7,500 pieces of this same toy!

We, and other aggressive television advertisers in Canada, can achieve these impressive sales figures because TV advertising gives our toy three competitive advantages over toys manufactured by foreign based concerns who, because of the logistics and marketing problems, are virtually never able to televise their playthings. These competitive advantages are:

- (1) The TV advertising creates strong consumer demand for our toy.
- (2) The consumer gets a good value, because TV toys move from factory to home with very narrow trade markups - as contrasted to the high markups characteristic of imports. This creates a further incentive for the Canadian consumer to buy the Canadian TV toy instead of the import.

- (3) The economies of scale that we achieve by making 75-100,000 units permit us to absorb the cost of the TV advertising. In fact, we believe that our total costs per unit, including TV advertising for making 75-100,000 units are lower than for producing 7,500 units without television. It is difficult even to buy packaging and standard parts, much less to train our labour force to turn out a quality product when the production run is 7,500 pieces.

What would happen if TV advertising of toys were banned?

We feel certain the Americans would no longer be interested in sending their tooling to Canada, or indeed to have their toys made here at all. Instead, Canadian wholesalers and retailers would simply import their toys directly from the United States unless, of course, the tariff were drastically raised, saddling the Canadian consumer with the bill for the higher toy prices.

If toy television advertising were banned, the three competitive advantages enjoyed by the Canadian manufacturer against the importer would all evaporate. Without TV advertising, the import and the domestic toy would be equally demanded by the consumer. Without TV, the distribution margin from factory to consumer would be equal for the import and the domestically produced toy. Without TV, we would be right back to the puny size, high cost production runs while the U.S. import would be manufactured with all the cost savings of huge scale production and the Oriental import with the cost savings afforded by their microscopic labour rates.

We conclude then that toy imports would climb rapidly at the expense of domestic manufacturing employment. There would be an additional strain on our balance of payments. Consumers would be forced to pay around 25 percent more for their toys. At these prices the public could ill afford to purchase as many playthings for the fun and education of their children.

(H) THE IRWIN TOY RECORD AND CANADA'S ECONOMY

Our record proves the value of TV, and what it means to the economy of Canada. Fourteen years ago, we realized that, of all the methods of mass advertising, TV was the only one that presented toys in action, in their colours, and invested \$20,000 in this new media, increased the budget substantially each year until the 1972 budget was \$2,200,000.

Before TV advertising, we had less than 100 employees, and no real advertising budget. In December, 1972, our payroll ran 800, and we have some 300 suppliers. The benefits extend to others, in the woods, mines, plastics etc. We purchase 11 million boxes annually, which creates work starting with pulp and extending through processing and printing, involving artists, plate makers and many other classifications. This is just one example.

Extended through the whole toy industry, the result would be serious indeed for Canada, as the CTMA brief has revealed.

(I)

Children's Viewing of United States TV

Toronto area children spend more hours (by a ratio of 63 percent to 37 percent, according to the March B.B.M.) viewing children's shows broadcast from Buffalo stations.

In some markets, such as Vancouver, the U.S. tune-in is substantially higher. Presently, it is estimated that over fifty percent of Canadian homes receive U.S. TV stations.

As cable television penetration grows, the opportunity for Canadian children to view programs broadcast from the United States will further increase. The latest rating books show, for instance, that a Buffalo UHF station which features children's programming and cannot be received over the air in Toronto, now enjoys a substantial children's audience over the cable.

Were all children's commercials banned in Canada, more advertising dollars would simply flow south of the border into the coffers of American broadcasters, and our children in border areas would continue to be exposed to nearly as much TV advertising.

The International giants who make toys, will beam their messages across the border, thus providing TV support for their Canadian branches.

(J)

The Demise of Canadian Children's Programming

The "Canadian Council On Children and Youth" is a broadly based group of citizens which receive government funding. In its Scarborough, Ontario conference (May, 1972) this group emphasized that "special television programming for children is essential" and that "Canadian children, like others, are entitled to the full benefit of the Canadian broadcasting system including a choice of programs". We agree that all must strive to achieve a high level of quality and a large amount of diversity in children's programming including the widest possible production and broadcasting of Canadian content materials.

The prospect of achieving this national goal are none too bright even with commercial advertising support and are hopeless without it.

In the U.S.A., the Federal Communications Commission (F.C.C.) has undertaken studies, in response to various suggestions similar to Bill C-22, which examine the economic impact of a removal of advertising from children's shows. Based, no doubt, in part on this research, F.C.C. Commissioner Richard Wiley in a speech before the Broadcast Advertising Club in Chicago, in April 1973, concluded that the objectives of improving the quality of children's television programming and of eliminating commercials on these programs were in conflict!

He declared "I HAVE SEEN NO VIABLE ALTERNATIVE TO FINANCING CHILDREN'S TELEVISION EXCEPT BY COMMERCIAL SPONSORSHIP" and again, "Institutional advertising, underwriting and

"government support simply are not available in sufficient amounts to pay the high costs of quality children's programming which, after all, should be our real objective". If this is the assessment in the U.S. how, may we ask, can the trick possibly be performed in Canada?

(K) Children's Viewing of Non-Children Shows

The proposal to ban TV advertising to children, is based on the impression that children spend most of their viewing hours watching children's programs, so that if advertising can be eliminated on such shows, our children will be substantially insulated from exposure to TV commercials on children's products. This assumption is grossly in error.

According to the Bureau of Broadcast Measurement (B.B.M.), less than half of what Canadian children watch can be called children's programming. Most of their hours in front of the TV set are devoted to viewing all-family or adult programs. For instance, 34 percent of all children aged two to eleven tune in during so-called prime time from 6:00 to 8:30 P.M. where there are few children's shows. The five programs with the largest children's audience (again according to B.B.M.) are:

1. "The World of Disney"
2. "Bugs Bunny"
3. "The Brady Bunch"
4. "The Partridge Family"
5. "Beachcombers"

One of the finest children's programs of all, the widely acclaimed "Sesame Street", is in twelfth place just behind "Police Surgeon".

Obviously, were advertising banned on children's programs, toy makers and others would simply switch a larger proportion of their TV budgets to family and adult programming where, in fact, many children's products are already being advertised.

(L) Country-wide Demonstrations of Toys Will Be Eliminated

The cost of TV demonstrations is but a small fraction of the cost of demonstrating in stores, or in other ways. Toys and games can be shown in action on TV in remote areas that could not justify other means of demonstrations. TV provides the country child, the educationalist, parents and the public in general, with the same current knowledge that is available to their counterparts in densely populated area.

CBC-TV reaches 3,863,000 viewers at a total cost of \$5,783, or \$1.49 per 1,000. In-store demonstrations, the best pre-TV method, costs \$2.50 per hour for wages, reaches an average of 200 shoppers in that time, and costs \$12.50 per 1,000. That is 738.9% higher, a very important consideration, especially during an inflating economy.

(M) REDUCING SAFETY PROGRAMS TO CHILDREN

Because of our TV advertising, we are able to promote safety among children, all across Canada. We assist the Fire Prevention Publicity committee and TV stations to impress youngsters with the importance of fire safety by providing hundreds of toys for safety contests.

We follow the same procedure for the Canadian Red Cross Water Safety Week.

Without the income from commercials shown during children's programs, and toy prizes from us, it would not be reasonable to expect TV stations to present these educational messages.

(N) IRWIN'S JUNIOR SHAREHOLDERS LEARN ABOUT
CANADIAN BUSINESS.

The Irwin Toy Junior Shareholders Club is unique. Through it, more than 200 young Canadians start to learn about business, how the stock market operates, and the importance of investing their money instead of just spending it. They attend our Annual Meeting, visit The Canadian Toy Fair in Montreal, attend a special party each September, test our toys, and give us their opinions of our TV commercials.

(0)

CONCLUSION AND SUMMARY

We do not subscribe to abolition of advertising to children.

We do not subscribe to an anything goes policy in commercials.

It is worthy of note that toy makers seldom receive requests from consumers, asking them to stop their TV commercials on Children's programs. We did not receive one such request in 1972. Also, not one complaint against the 78 commercials we used was considered to be justified, by the judging committee.

We do think a middle of the road path is the wise one. Currently we are operating under the code developed by the CAAB which, in our view, is more than adequate, and we recommend that it be given an opportunity to prove its effectiveness.

Mac Irwin,
for Irwin Toy Limited.

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(Dr. Ner Littner M.D. is Director of the Extension Division and of the Child Therapy Training Program, Chicago Institute for Psychoanalysis, 180 North Michigan Avenue, Chicago, Illinois 60601.)
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- 7-8. Dr. Phyllis Levenstein, in a report done for the U.S. Office of Education by the American Institute for Research in the Behavior Sciences.

The Elliott Research Report was
supplied to all members of the
Standing Committee on Broadcasting,
Films and Assistance to the Arts.

(Copies are available on request)

undwritten figures show cost.
nted figures show retail.

gns on



Tears

er down...she 'cries' tears
of her baby blue
ddle her and she'll
ng. She's 13 1/2"
real cute.

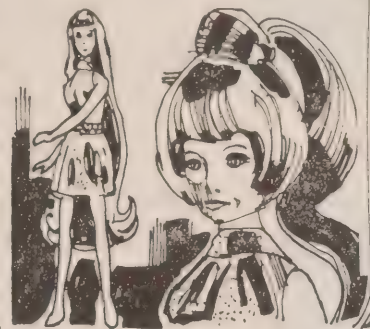
6.65 ✓ 6.99



g-on-Harvey

Harvey down between
walls without letting
out at the
It's a game

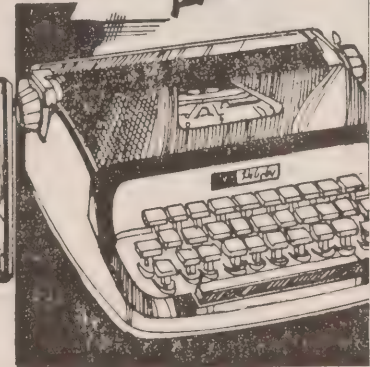
9.00 ✓ 2.99
2.00



Dawn Head to Toe

c-Dawn comes with removable hair-
pieces. Her long flowing
hair reaches to the floor.
Dress Dawn up with beautiful
outfits. Ea. 1.79.

Dawn, only 1.90 TV 1.99



Typewriter/Case/

f-Holiday 'writer with featherweight
touch keys. Types capital, small
letters. Kids can type up
to 5 clear carbons. With
case ribbon

19.99

Simpsons-Sears: Toys (49) 24-Hour Teleshop
Sale prices in effect 'til Saturday, Dec 6

convenient Simpsons-Sears All-Purpose Char
UR TELESHOP

Refunded—Park Free While You Shop at Simpson's Sears

BURNABY . . . 437-
FRI. 11.9
*RICHMOND . . . 437-
*SURREY . . . 437-221
*NANAIMO . . . 754-
*VICTORIA . . . 386-3
KAMLOOPS . . . 374-



Make a Crazy Figure in just 3 Minutes!

Add the Magic mix to water, then wait
3 minutes and you have a fun crazy fig-

ure. Complete kit with 3 mix

3.80 TV 4.43 each

... for the Little Mother in the Home

Lay her down and she starts to cry. Pick
her up and she stops. Tiny comes with

extra pacifiers and one bottle

1.20 TV 6.65 9.96 each



Use Your
Woolco
Charge Card
For all Your
Christmas
Shopping

I
have
five little
toes.

Smartypants

More than a Doll
She's a Friend!

Ask her how many toes
she has and she'll tell
you! Silky blond hair and
blue eyes. Batteries not
included

12.96 each
TV 13.80

Woolco
Department Stores

Because We're Woolco...
Your Shopping Costs You Less!

CAPLAND MALL
PRATT AND ADAMS

CENTENNIAL MALL
10000 100TH AVE. S.W.

EDMONDERRY
10000 100TH AVE. S.W.

Admitted figures show cost.
Printed figures show retail.

WINNIPEG FREE PRESS, TUESDAY, DECEMBER 5, 1972.

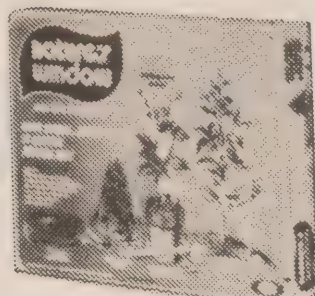
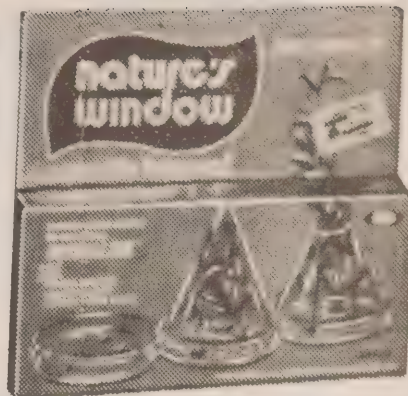
Major chemistry modlab — 182)
Includes 4 racks, 31 chemicals, 4 ex-
periment cards and assorted lab equip-
ment..... Set 13.99

Nature's Window Grow set — 182)
Watch leaves sprout, roots spread from
visible soil. Includes 2 dishes, 2 covers,
2 plastic cones, 2 pkg.
seeds, instructions. At 4. **2.29**

Nature's Window Transplant set — 181)
It consists of 1 pkg. plant food and two
each: peat moss discs, measuring
spoons, trellis and bases,
flower pots, signs and
insects. At 4A. Set **1.29**

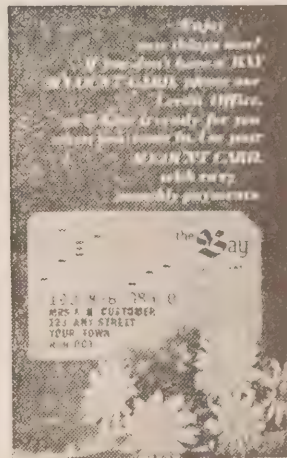
Nature's Window Gift set — 181) For
complete planting and growing — 3
each: dishes, cones, covers, pkg. of
seeds. 1 each: instruction book, magnify-
ing glass, dropper, peat moss disc, signs
and base, trellis and
insects, spoon, plant food. **4.99**

Electric train set — 182) Ho scale model
railroad, complete with power pack,
resel switcher, track layout, bridge, and
engines. Also: engine, caboose, pulp-
wood car, hopper car, box car, remote



Action toys
from Eaton's
for
every child

THE LEADER-POST, REGINA, SASK.



er five
body lets
ou! She
love and
Assorted
ON.

2.66

Tiny Tears. Lay her
down and she cries real
tears! Pick her up and
she stops crying. She has
a soft moulded body with
blonde rooted hair. 13½"
tall approx. only! **7.99**
ea.,

TV
#6.65

Snuggles Cloth Doll.
Snuggles needs lots of
hugging because she
cries. She has washable
nylon poodle hair and
sleeping eyes. Approx.
13" high. only! **3.99**
ea.,

Velvet. Hair grows
and shortens with a
turn of a knob. Vel-
vet's a real beauty in
her party dress.
Approx. 16".
only! ea., **6.99**

TV
#9.20

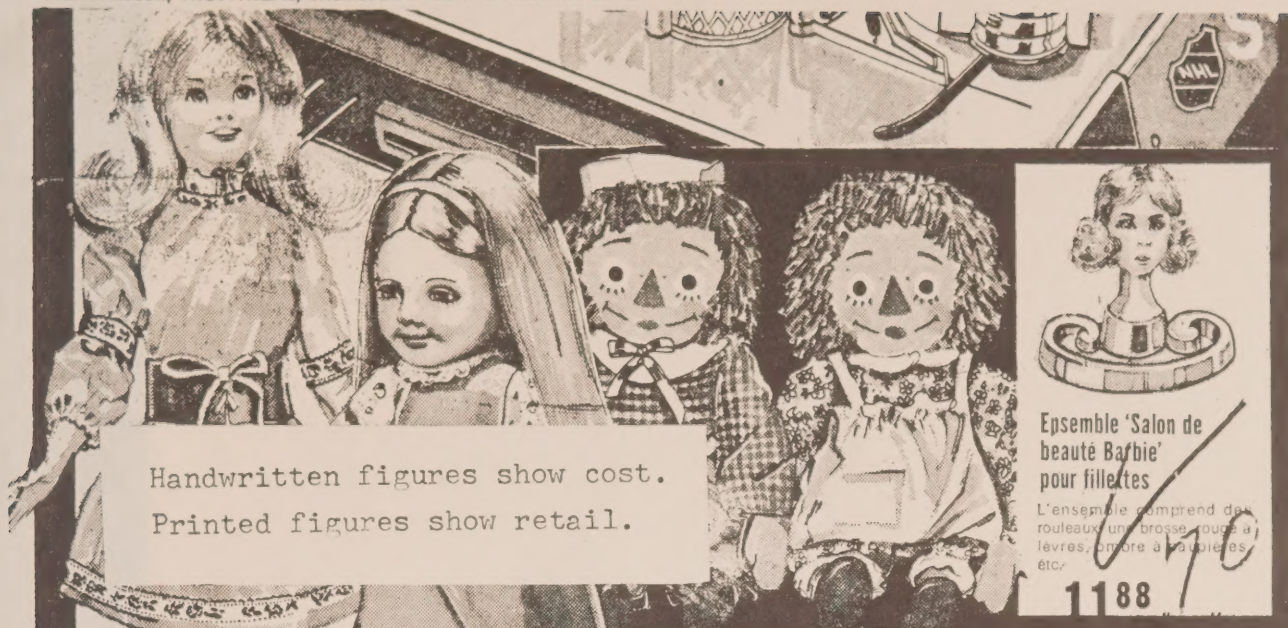
Renee Boudoir Doll. As-
sorted styles of this beau-
tiful doll with washable
nylon hair and sleeping
eyes. She makes an at-
tractive decoration in the
bedroom.
Approx. 18" tall. **9.99**
only! ea.,

The Bay Toys

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Daily Store Hours 9:30 a.m. to 6:00 p.m. **TUESDAY** to
FRIDAY, except **THURSDAY**, open 9:30 a.m. to 9:30 p.m.
Closed All Day **SATURDAY**. Phone 525-8511 All Department

Hudson's Bay Company



Handwritten figures show cost.
Printed figures show retail.

Ensemble 'Salon de
beauté Barbie'
pour fillettes

L'ensemble comprend des
rouleaux, une brosse, rouge à
lèvres, ongles à l'huile, etc.

1188

Une poupée... quel merveilleux cadeau!

Cynthia, une poupée qui parle!

L) Cynthia a de longs cheveux blonds et peut dire 36 phra-
ses. Elle est accompagnée d'une brosse, d'un peigne et de
ruban.

Poupée 'Crumpet' de 'Kenner'

M) Bras, jambes et tête articulés. Robe et souliers rouges.
Piles en sus.

Anne, la poupée de chiffon

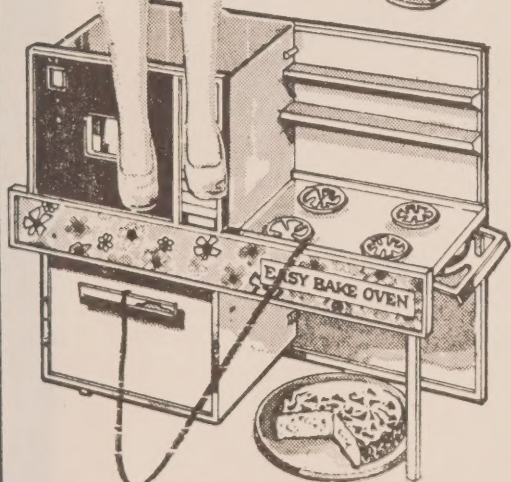
N) Poupée 20" de hauteur avec cheveux roux et boutons
pour les yeux. Elle porte une robe imprimée et un tablier.

Andy, une autre poupée de chiffon

P) 20" de hauteur, Andy est coiffé d'un chapeau matelot
bleu et blanc et porte un blouson quadrillé et un pantalon
marine.

Anne et Andy sont aussi disponibles en modèles de 31 1/2" de hauteur à

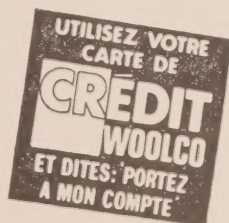
9.97 chacun



Four 'Kenner' pour cuisson facile

Ce four fonctionne avec 2 ampoules ordinai-
res. Livre de recettes et mélanges, auxquels on
ajoute de l'eau viennent compléter l'ensemble.

11.96 chacun



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